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FIG. 1

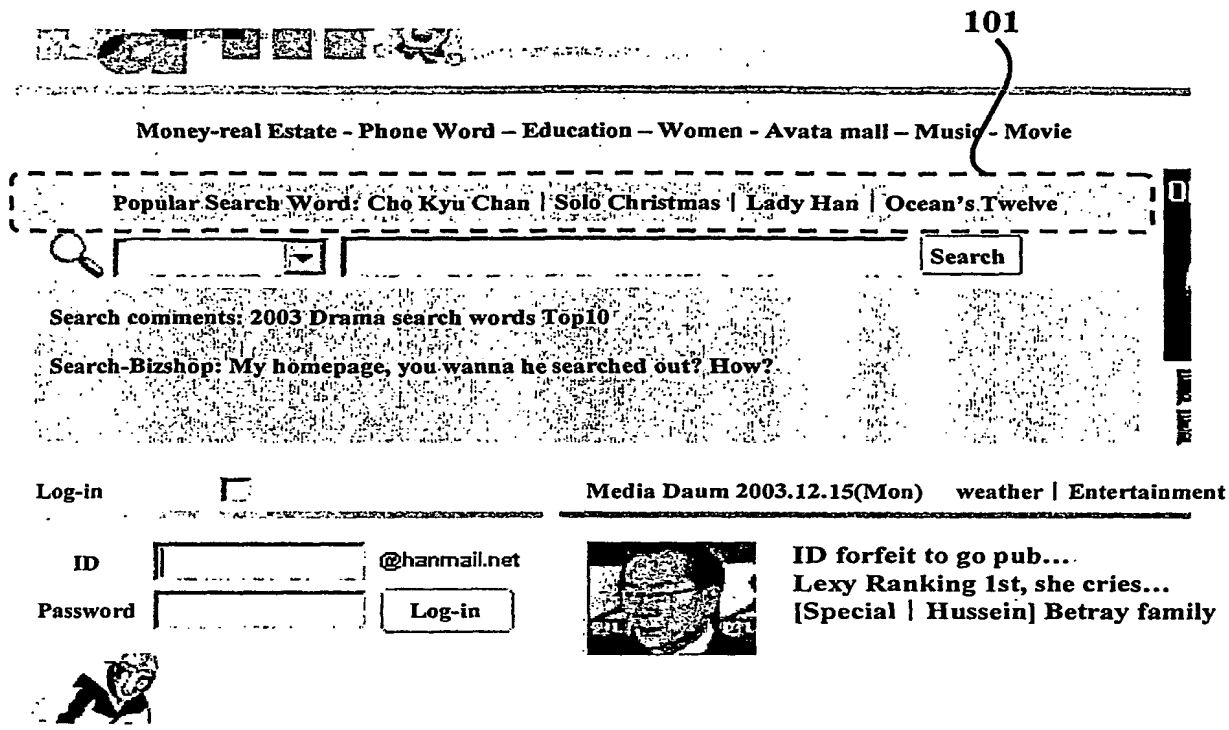
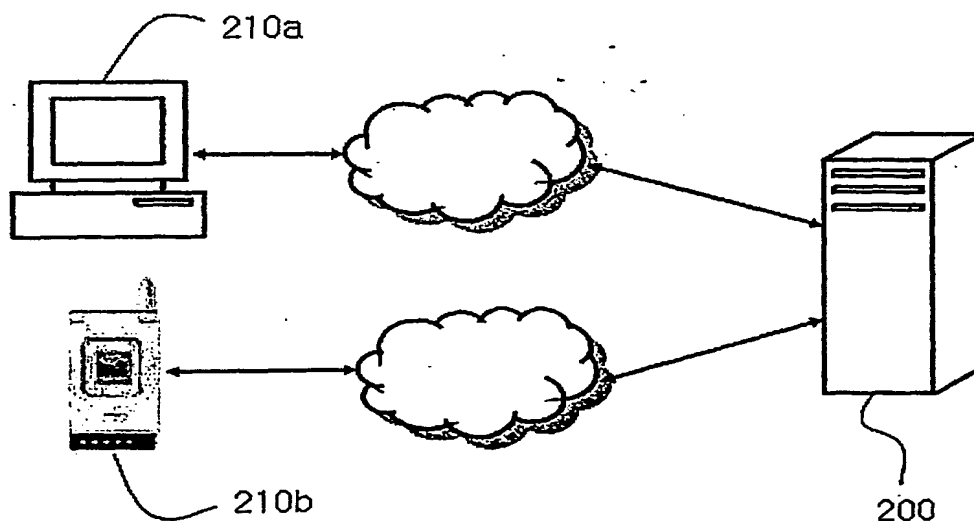
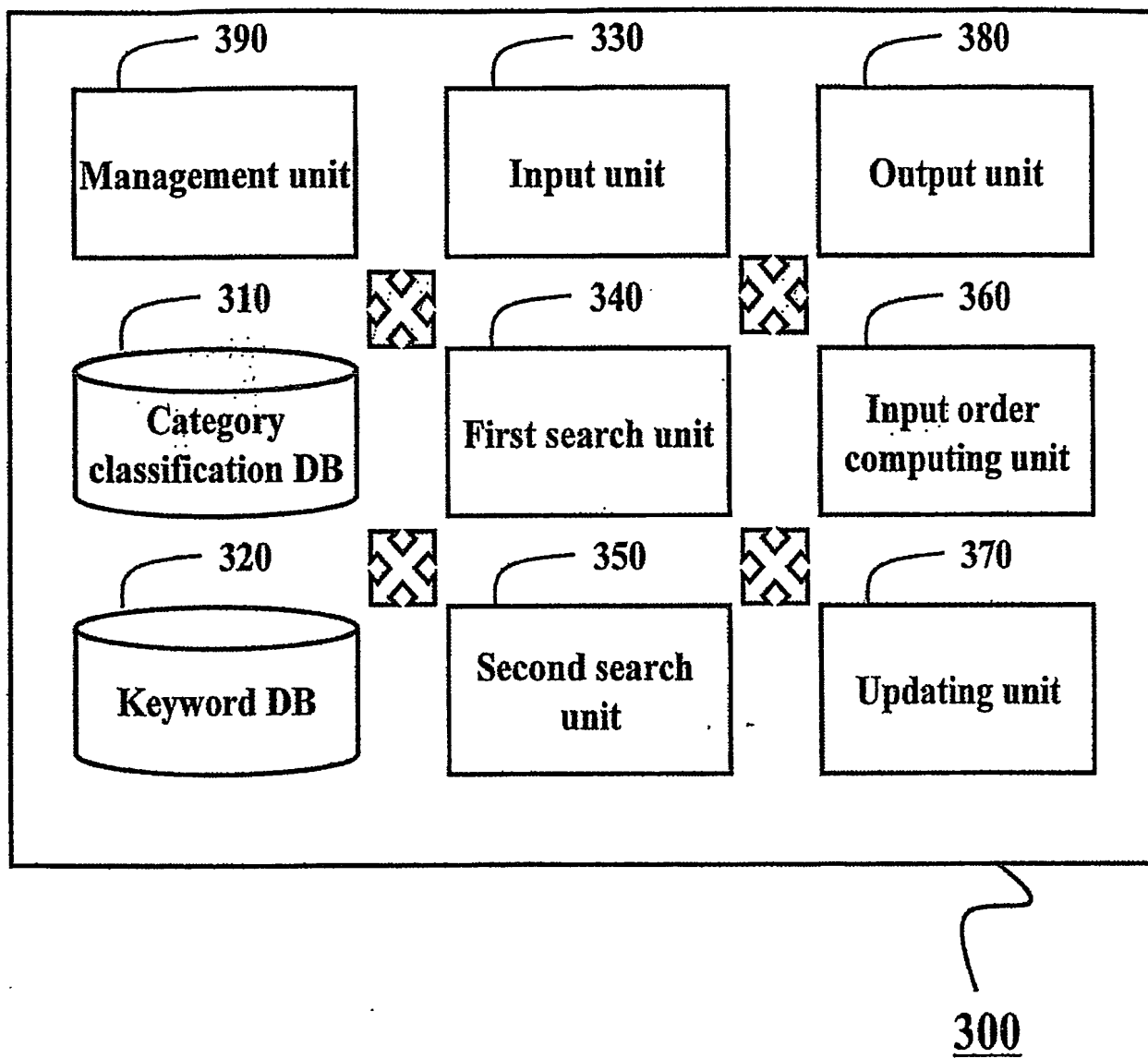


FIG. 2



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FIG. 3



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FIG. 4a

401

keyword group identifier	Representative category	General category
Seven (Korean)	Singer	Movie
Lexy (Korean)	Singer	actress
Leesooyoung (Korean)	Singer	No value
Keyword group identifier D	Play	Movie
...		...

FIG. 4b

Keyword group		Data of the number of input keywords
Representative keyword	Same/similar keyword	
Lexy (Korean)	lexy	123
Seven (Korean)	seven	234
Leesooyoung (Korean)	No value	98

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FIG. 5a

Web search


▽

501

seven

Search

'Seven' profile



502

Singer search word ranking :
seven (1st)

Name: seven (Korean)
Born: November 9, 1984
Height: 180cm **Weight:** 64kg
Families: Grandma, parents, & sisters
Nickname: seven eleven
Hobby: Only music
Strength: Singing, dancing, rapping
-His album: navermusic
-See more details (paid)
-mobile contents: 7114 coloring

*Latest news on 'seven'

seven syndrome' hit Asia!

See more

Daily sports 03. 12. 08

*Star talk with 'seven'

seven & junglin

Write See more

White3167 127 03.12.15

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FIG. 5b

Web search ▾

seven

Search

'Seven' profile



Name: seven (Korean)
Born: November 9, 1984
Height: 180cm **Weight:** 64kg
Families: Grandma, parents, & sisters
Nickname: seven eleven
Hobby: Only music
Strength: Singing, dancing, rapping
-His album: [navermusic](#)
-See more details (paid)
-mobile contents: [7114 coloring](#)

Singer Search work ranking

1	Seven (Korean)	0
2	Lexy (Korean)	+1
3	Leesooyoung (Korean)	-1

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FIG. 5c


Web search

▼

seven

Search

'Seven' profile



Name: seven (Korean)
Born: November 9, 1984
Height: 180cm **Weight:** 64kg
Families: Grandma, parents, & sisters
Nickname: seven eleven
Hobby: Only music
Strength: Singing, dancing, rapping
-His album: [navermusic](#)
-See more details (paid)
-mobile contents: [7114 coloring](#)

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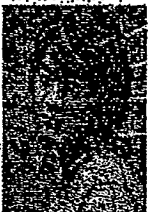
Singer search word ranking		
1	Parksinhye	+1
2	Changnara	-1
3	Rain	0
4	Leehyori	0
5	Boa	+1
6	Lexy	-1
7	Seven	+1
8	Somi	+5
9	Parkjunga	-2
10	Sonhoyoung	0

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FIG. 5d

Web search ▾	seven	Search
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'Seven' profile



Name: seven (Korean)
Born: November 9, 1984
Height: 180cm **Weight:** 64kg
Families: Grandma, parents, & sisters
Nickname: seven eleven
Hobby: Only music
Strength: Singing, dancing, rapping
-His album: [navermusic](#)
-See more details (paid)
-mobile contents: [7114 coloring](#)

*Latest news on 'seven'
seven syndrome' hit Asia!

*Star talk with 'seven'
seven & junglin

Singer search word ranking		
1	Parksinhye	+1
2	Changnara	-1
3	Rain	0
4	Leehyori	0
5	Boa	+1
6	Lexy	-1
7	Seven	+1
8	Somi	+5
9	Parkjunga	-2
10	Sonhoyoung	0
53	Seven	+4

FIG. 6

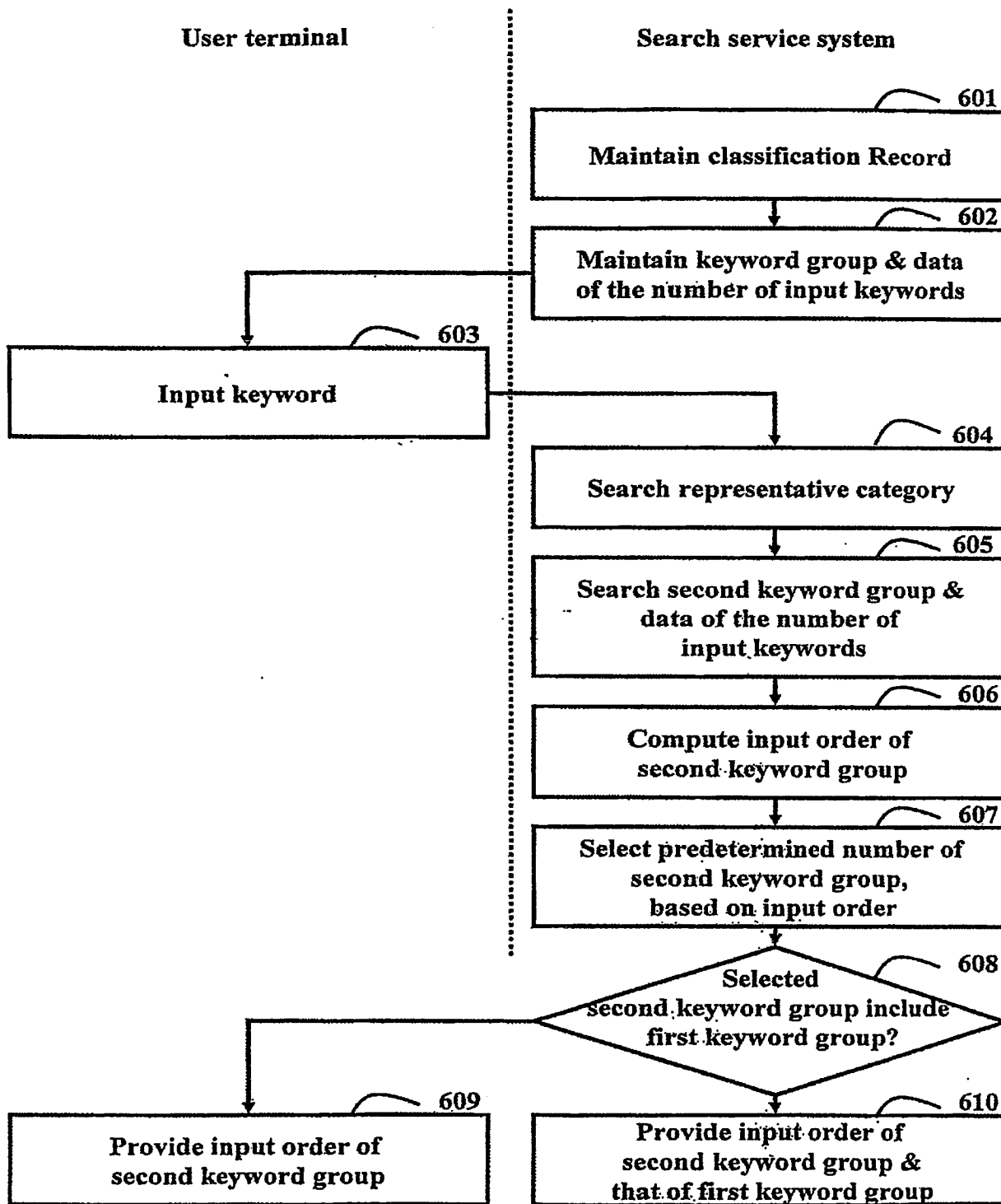


FIG. 7

